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Contact: Robin Winchell (202) 225-4031

WASHINGTON, DC- U.S. Rep. Charlie Melancon today announced that Louisiana's Great River Road State Byway, the Louisiana Scenic Bayous Byway, and the Jean Lafitte Scenic Byway have been awarded federal grants totaling \$98,000.

"Louisiana's beautiful scenic byways showcase our rich cultural history and vibrant natural resources," said Melancon. "Traveling along these roads, tourists and locals alike can follow the winding Mississippi River, drive through lush rice and sugarcane fields, past antebellum mansions, and through spectacular marshlands, rich with wildlife. These grants will help support Louisiana's tourism industry and I am pleased to announce them."

The grants are part of the Federal Highway Administration's National Scenic Byways Program, which recognizes and enhances selected roads based on their archeological, cultural, historic, natural, recreational or scenic qualities. The program awards grants for projects such as scenic overlooks, visitor information centers, pedestrian trails, bike paths, safety upgrades, and educational and promotional materials. The grants for Louisiana's Third Congressional District, which will be disbursed by the Louisiana Department of Transportation and Development, are as follows:

• **\$25,000 - Corridor Management Plan Implementation for Louisiana's Great River Road State Byway.** This grant will fund implementation of the Corridor Management Plan, a byway staff effort to help develop and advance byway projects and project materials, as well as coordinate byway efforts with parishes along the Louisiana's Great River Road. Louisiana's Great River Road runs the course of the Mississippi River from the Arkansas/Louisiana border south to the Gulf of Mexico, linking cities and towns such as Tallulah, St. Francisville, Baton Rouge and New Orleans. The Great River Road runs through the parishes of East Carroll, Madison, Tensas, Concordia, West Feliciana, East Feliciana, Pointe Coupee, East Baton Rouge, West Baton Rouge, Iberville, Ascension, St. James, St. John the Baptist, St. Charles, Jefferson, Orleans, St. Bernard and Plaquemines. More about Louisiana's Great River Road can be found on the National Park Service's website here: <http://www.cr.nps.gov/nr/travel/louisiana/riverroad.htm>

• **\$24,000 - Promotional Brochure for Louisiana's Great River Road Byway.** The grant will fund the design, layout and printing of a byway promotional brochure. The brochure will be

used to market the byway, highlighting its unique history, culture and sites to prospective visitors.

• **\$25,000 - Corridor Management Plan Implementation for Louisiana Scenic Bayous Byway.** Louisiana's Bayou Byway route explores the back roads in 13 parishes and covers some 500 miles through Ascension, Assumption, Iberville, Pointe Coupee, East Baton Rouge, West Baton Rouge, East and West Feliciana, Livingston, St. Helena, St. Tammany, Tangipahoa, and Washington. Along the byway are numerous properties listed in the National Register historic districts, and three national historic landmarks. The grant for the byway's Corridor Management Plan implementation will fund efforts to help coordinate byway tourism initiatives by improving interpretive sites and infrastructure, developing and distributing byway marketing collateral materials, and using online tools as a source for generating byway traveler information.

• **\$24,000 - Jean Lafitte Scenic Byway Brochure.** Beginning in Lafayette, the Jean Lafitte Scenic Byway links various towns including Abbeville, Erath, Kaplan Gueydan, Jennings and New Iberia. This grant will fund the design, layout, and printing of a new multi-paneled, two-sided promotional brochure for the Jean Lafitte Scenic Byway. The brochure will consist of maps, photographs, and descriptive information about the communities and natural, historic, cultural, and scenic resources along the Byway. The brochure will allow prospective visitors the opportunity to identify and undertake more research about destinations along the route. It will serve as a useful, informational guide while travelers are touring the Byway. More information about the Jean Lafitte Scenic Byway can be found here:

<http://www.byways.org/browse/byways/2069/overview.html>

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